

# State Library of North Carolina

## UPDATE

<http://statelibrary.dcr.state.nc.us>

December 2004

### Library Services & Technology Act (LSTA)

#### *2005-06 EZ LSTA Grant Packages Available Soon*

Grant application packages for EZ LSTA grant programs will be posted on the State Library's LSTA web page (<http://statelibrary.dcr.state.nc.us/lsta/lsta.htm>) on December 21, 2004. Proposals are due February 22, 2005. Most programs are continuations of those available in previous years. An overview of all 2005-06 LSTA grant programs may be found at <http://statelibrary.dcr.state.nc.us/lsta/Overview2005-06.pdf>.

#### *Strengthening Collections*

One new program is Strengthening Library Collections for Public and Academic Libraries; this grant will help libraries buy print books to strengthen deficient areas of their collections. The grants are an outgrowth and modification of the "Strengthening Library Collections" pilot program grants offered in 2003-04. Eligible libraries are qualifying public and academic/community college libraries that did not receive grants in the 2003-04 pilot program. Grant requests may be up to \$10,000. A local match of 50% is required.

#### *LSTA Planning Grants Offered Twice a Year*

Beginning in fall 2004, the State Library will offer two application cycles for LSTA planning grants.

The regular cycle remains in place—applications due in February for planning that takes place during the following fiscal year. The new option will be for applications due in November that, if funded, will be implemented in the last half of that fiscal year. The three eligible programs are Planning Grants (to encourage and support effective planning in public and academic libraries by enabling them to secure the services of a qualified consultant to assist with general planning for programs and services; community-based planning for youth services; or a building program or library space utilization study), Technology Planning Grants (to

secure the services of a qualified consultant to assist in adequate and effective planning for technology), and LSTA Project Planning Grants (to aid libraries that wish to develop plans, evaluate the viability of a concept, and/or complete preliminary activities that enable them to prepare applications for specific LSTA grant programs).

For additional information, contact Penny Hornsby by e-mail at [phornsby@library.dcr.state.nc.us](mailto:phornsby@library.dcr.state.nc.us) or by phone at 919/807-7420.

### They Came, They Swapped, They Chatted



*Winners of Best of Show representing the following libraries: Central Piedmont Community College, Cumberland County Public Library & Information Center, Meredith College—Carlyle Campbell Library, Polk County Public Library, Sandhill Regional Library System, Sequoyah Regional Library System (Georgia), University of Tennessee Libraries, and Wake County Public Libraries.*

The first *Swap and Chat* held at the 2004 NCLA conference was a lively and informative event. Hundreds of conference attendees filled their bags with publicity materials, chatted with fellow librarians, and shared ideas with public relations professionals. The

*—continued on page 2—*

## A Unique Collaboration



*Dale Cousins (center), Branch Manager of Cameron Village Library, introduces Governor Easley at the Press Conference. Lisbeth Evans, Secretary of Cultural Resources, listens attentively.*

On November 16th, six public libraries across North Carolina hosted press conferences in collaboration with the Department of Public Instruction and the Governor's Office to introduce the NC School Report Card. Beaufort-Hyde-Martin Regional Library, Durham County Library, Gaston-Lincoln Regional Library, High Point Public Library, New Hanover Public Library and Wake County Library made their libraries available to the media, provided Internet connections, and welcomed local legislators and school officials. At the Wake County press conference, Governor Easley spoke strongly about the importance of public libraries and their support of public education.

The report cards, a collaborative effort of the North Carolina Education Research Council, the Governor's Office, and the NC Department of Public Instruction, provide parents and others who are interested in North Carolina's public schools with information about school, district and state-level data in a number of areas. These areas include school safety and the school environment, academic achievement, teacher quality, available resources, and much more. The community was encouraged to review the NC School Report Card at their local public library. It's available via the Internet at [www.ncschoolreportcard.org](http://www.ncschoolreportcard.org).

### **SWAP** *continued from page 1*

planning group, chaired by Pam Jaskot of the State Library, worked tirelessly to organize the sample publicity materials sent from libraries around the south-east. Dorothy Hodder, Susan Parrish, Kim Webb, Carol Walters, Lisa Sheffield and Dale Cousins hauled boxes, set up the displays and welcomed conference attendees to the *Swap and Chat*. During the program, participants discussed marketing ideas with Chicago Public Relations specialist Peggy Barber.

The Best of Show winners were recognized in an awards ceremony on Wednesday, November 10th. Librarians entered their best public relations materials in the competition and winners were selected based on content, originality, design, format and effectiveness. Entries were received from North Carolina, South Carolina, Tennessee and Georgia.

Plan to participate at the NCLA conference next year by sharing samples of your creative promotional materials.



## Virtual Reference

NCKnows, a pilot project offering free online reference service, is available at <ncknows.org>. It uses online chat software to let patrons "talk" to librarians 24 hours a day, 7 days a week. NCKnows is coordinated by the State Library and supported with federal LSTA funds.

As of November 2004, 21 libraries offer NCKnows to their patrons and provide staff to help answer questions. An additional 25 libraries have added the "NCKnows" logo and a link to the service on their web pages.

Providing librarians to answer the questions is optional; every public and academic library in the state is welcome to offer the service. When the service was launched in February 2004, users asked 410 questions. The monthly count for September was nearly 1,100 questions and growth is projected to continue as more libraries add a link to NCKnows on their web sites.

User surveys show great satisfaction with the results. However, some of the happiest participants are the librarians who provide chat reference service. When asked recently why they like working on the NCKnows project, librarians shared some thoughts:

"I really enjoy working with other librarians from across the state, especially those in different types of libraries than the one I work in. That collaboration makes me feel that North Carolina librarians are one big team."

—Steve Kramer, UNC-Greensboro

"One of the things I like about virtual reference is that I can SHOW the patron how to navigate on the Internet, whether it's a website or a subscription database. That's something I can't really accomplish on the phone... I like having a record of the transaction. It's helpful to the patron later when they need the sources again and it's helpful to me in terms of evaluation."

—Julie Goyette, Hickory Public Library

"I really enjoy being an NCKnows librarian because it uses several of my existing skills in a whole new way... It sounds goofy, but I still get excited when I hear the ding! Sometimes it's very challenging to find an appro-

priate resource in a short amount of time, but I enjoy it and am honing my skills." —Julie James, Forsyth County Public Library

"NCKnows is a great way for me to look beyond my library and reach out to users all over the state, from schoolchildren, to community college students, to senior citizens. For years North Carolina has had a great online information resource in NC LIVE. Now our state has professional online assistance to match!"

—Lisa Roberts, UNC-Greensboro

"I think of NCKnows as a mental marathon— quality answers in quick time. Technique and endurance matter. The rewards are olive branches like this: 'Thank you soooo much for all your help! I finally finished my research paper. You have a good summer!'"

—Margery Orell, Central Piedmont Community College

For additional information, contact Jeanne Crisp by e-mail at <jcrisp@library.dcr.state.nc.us> or by phone at 919/807-7415.

## Career Enrichment Grants

This 2004-2005 pilot project continues to have a positive impact on North Carolina libraries. The State Library received approximately 60 applications for the 2004 NCLA/SELA Conference in Charlotte. Funding was awarded to 34 applicants, most of whom were attending NCLA for the first time. Comments from recipients confirm the grants' benefits:

"Through various receptions, sessions, and the exhibits, I was able to meet and talk with librarians from around the state. I thoroughly enjoyed the conference and greatly appreciate this opportunity." —Martha

Crawley, Cumberland County Public Library and Information Center

"I totally enjoyed this conference and learned a great deal to help in my library." —Gayle Snow, Public Library of Johnston County & Smithfield

There is one more eligible conference remaining in this program. Applications for ALA (June 23 - 29, 2005) in Chicago, will be available by late January at <<http://statelibrary.dcr.state.nc.us/lsta/cegrant.htm>>.

For additional information on this pilot project, contact Raye Oldham by phone at 919/807-7423 or by e-mail at <[roidham@library.dcr.state.nc.us](mailto:roidham@library.dcr.state.nc.us)>.

## **OCLC Update: Changes Are Coming!**

Several important changes underway at OCLC and SOLINET will affect North Carolina libraries. State Library staff continue to monitor these developments and will keep libraries updated through email messages and direct mailings.

### ***New Software and Interfaces***

Passport, CatME, ILL Web, and ILLME are being retired in summer 2005. Users must migrate to Connexion for cataloging and WorldCat Resource Sharing for ILL functions. The WorldCat Resource Sharing service is now available, and all users can log in to the new interface at <<http://firstsearch.oclc.org>>. After May 1, 2005, OCLC ILL will be available only through the WorldCat Resource Sharing interface.

### ***Changes in Pricing***

Subscription pricing is being implemented for ILL charges. Libraries with more than \$100 in annual charges should have received a subscription price quote from SOLINET in November. All libraries need to enroll in Subscription Pricing by completing the online order form at <<https://www3.oclc.org/app/rssub/>>. Transaction pricing for ILL costs ends June 30, 2005.

The State Library is working with SOLINET to resolve price and enrollment questions on behalf of Affiliate (formerly known as Selective) Users whose ILL activity is less than \$100 in a 12-month period.

### ***Group Services Contract***

State Library staff are reviewing a price quote for implementing a Group Services contract in North Carolina. The group services being reviewed include a statewide union catalog and a fixed-price contract for cataloging products and services. We are studying the options to determine the advantages of implementing such a contract and how it would benefit the state's libraries and their users.

The group services contract for ILL seems to be a moot point with OCLC's move to fixed, subscription-based pricing for ILL for all libraries, but State Library staff are striving to learn more about this.

We will continue to keep you informed about these changes as they occur. Please contact Peggy Schaeffer (<[pschaeffer@library.dcr.state.nc.us](mailto:pschaeffer@library.dcr.state.nc.us)>; 919/807-7417) or Jeanne Crisp (<[jcrisp@library.dcr.state.nc.us](mailto:jcrisp@library.dcr.state.nc.us)>; 919/807-7415) if you have any questions.

## **Digital Preservation Partnership**

As part of its National Digital Information Infrastructure and Preservation Program (NDIIPP), the Library of Congress awarded more than \$14.9 million to eight institutions and their partners to identify, collect and preserve digital materials within a nationwide digital preservation infrastructure. The institutions will share responsibilities for preserving at-risk digital materials of significant cultural and historical value to the nation. These awards will be matched dollar-for-dollar by the winning institutions in cash, in-kind or other resources.

The University of Illinois at Urbana-Champaign Library and the OCLC Online Computer Library Center are lead institutions for a project awarded over \$2.7 million to develop criteria for determining which digital materials to capture and preserve and to test different digital preservation repository programs. The State Library of North Carolina joins the state library agencies from Arizona, Connecticut, Illinois, and Wisconsin as partners in this effort. They will test tools that allow for the discovery of state agency websites and the use of semi-automated selection tools to determine which web documents should be preserved.

Additional materials to be tested in the project include sound and video recordings, historical aerial photography, and primary and secondary historical materials made available by other supporting partners: Michigan State University Library, Tufts University Perseus Project, and the National Center for Supercomputing Applications.

Kristin Martin from the Documents Branch of the State Library attended the project's first meeting in Chicago, Illinois, in October 2004. The State Library will use North Carolina digital state documents collected by the University of Illinois and available on the Internet to test selection tools being developed by OCLC.

Beta versions of the first two tools—a state agency website discovery tool and an appraisal tool for state agency documents—are anticipated this spring. Additional tools to analyze websites and move selected publications into a digital preservation repository are expected later in the project.

For additional information, contact Kristin Martin by e-mail at <[kmartin@library.dcr.state.nc.us](mailto:kmartin@library.dcr.state.nc.us)> or by phone at 919/807-7445.



## Youth Services

### *Summer Reading*

The manuals for the 2005 Summer Library programs, "Dragons, Dreams, and Daring Deeds" and "Joust Read" were delivered to youth services librarians



across the state in October and Youth Services Consultant, Jim Rosinia, has received a plethora of positive comments about the quality of the material in the manual and the copious clipart on the accompanying CD. The catalog of program promotional pieces and "incentives" was included in that shipment and, once again, Rosinia has received uniform and



unsolicited positive feedback about the quality and quantity of material available. Again this year, materials may be ordered by librarians from Highsmith/Upstart using vouchers distributed by the State Library. The voucher system is designed to equitably distribute the state appropriation for Summer Reading Program material by basing the amount of each voucher on the 2000 Census population of youth ages 0-14 in each library service area.



### *Quiz Bowl*

In October, 26 librarians attended the Quiz Bowl workshop in Newton and 23 attended the workshop in Kinston. Special thanks to the staffs of the Catawba County Library and the Kinston-Lenoir County Public Library for all their help! During these workshops, Rosinia and members of the Quiz Bowl Committee reviewed the sponsor manual; offered suggestions for effective public relations; provided tips on what to do before, and on the day of, the Quiz Bowl competitions; and, especially for the benefit of new local Quiz Bowl coordinators, held a mock Quiz Bowl competition in which these new coordinators participated. Local Quiz Bowl coordinators continue to share ideas, problems, and solutions using an email distribution list created by Rosinia last year. This same list is being used by local

coordinators to share the work of writing Current Events questions for the local competitions, which will be held between December 1, 2004 and February 15, 2005. District competitions will be held on March 19, 2005 and the State Finals are scheduled for April 23, 2005 and will be broadcast live on WUNC-TV.

For additional information, contact Jim Rosinia by e-mail at <jrosinia@library.dcr.state.nc.us> or by phone at 919/807-7425.

### **Librarians Got It and Used It!**

In its first year as a state initiative, 85 percent of the state's public library systems participated in the "The Smartest Card. Get it. Use it." library card sign-up campaign. Over 200 individual libraries joined in by distributing materials, planning special promotional programs and contacting their local news outlets. Despite a month of hurricane threats and storm damage in North Carolina, Library Card Sign-Up Month generated at least 120 stories in newspapers and on radio and television stations across the state. The statewide results are still being tallied, but early indications of boosted card enrollment and improved awareness are evident in communities small and large. H. Leslie Perry Memorial Library in Vance County reported a 17 percent increase in the number of cards issued in September 2004 compared with September 2003. High Point Public Library experienced a 15 percent increase in library card registration from August to September 2004.

Library Card Sign-Up Month set a high standard in its first year as a State Library-supported initiative, creating an opportunity for greater library card enrollment and increased public awareness. "The smartest card. Get it. Use it." message echoed across North Carolina!



For additional information, contact Pam Jaskot by e-mail at <pjaskot@library.dcr.state.nc.us> or by phone at 919/807-7421.



## NC ECHO

Jackie Dean joined the NC ECHO team on December 1, 2004. As project librarian, she will continue the important work of completing the county survey site visits. She also will be active in a variety of other NC ECHO initiatives, including NC ECHO portal database management and continuing education programs. Jackie brings great special collections experience having worked at Harvard University creating Encoded Archival Description finding aids and most recently in photo and image archives at North Carolina State University. Welcome, Jackie!

## E-Rate Update

### *Form 471 Filing Window Established*

The Schools and Libraries Division of the Universal Service Administrative Company announced a 66-day filing window for Funding Year 2005 (July 1, 2005 through June 30, 2006). The window will open at noon (EST) on Tuesday, December 14, 2004 and close at 11:59 pm (EST) on Thursday, February 17, 2005.

Pursuant to the FCC's Third Report and Order (FCC 03-323), the opening of the filing window must occur 60 days after release of the Commission public notice announcing the final list. The list was issued by the Commission on October 14th, which means that the window opening date may be no earlier than December 13th.

For a Form 471 to be treated as having been filed within the window, it must be completed online or postmarked (if filed on paper) by the close of the filing window, and the certification pages for an online Form 471 and certification pages for any Forms 470 filed online and cited on the Form 471 must be completed online via e-certification or postmarked by the close of the filing window.

File your 470 now! There is no need to wait for the opening of the filing window to post Forms 470. While there will be a new Form 470 for Funding Year 2005, applicants posting Forms 470 may use the existing form until the new form is available. If the existing Form 470 is used, that will be all that will be required for 470

posting for 2005—no additional action will be necessary to meet the requirement to post for new services.

### **Check Your Plans**

As you prepare to file your forms, please remember that all services appearing on a Form 471 must have appeared on a corresponding Form 470 AND be included in your technology plan. If you will be requesting discounts on any new services for Funding Year 2005 (July 1, 2005 - June 30, 2006), you must update your technology plan to include those services BEFORE submitting Form 470.

If you have questions or need assistance, contact Grant Pair (<gpair@library.dcr.state.nc.us>; 919/807-7408) or Timothy Owens (<towens@library.dcr.state.nc.us>; 919/807-7424).

## Library for the Blind and Physically Handicapped

A new national public relations campaign honoring centenarians who use talking book services was launched at the North Carolina Library for the Blind and Physically Handicapped (NCLBPH) on October 27, 2004. National Library Service for the Blind and Physically Handicapped (NLS) Director Kurt Cylke presented a plaque to Ms. Edna White, a 103-year-old patron of NCLBPH, honoring her as the first charter member of the NLS 10<sup>2</sup> Talking Book Club.



"Talking Books saved my life," Ms. White said in accepting her charter membership certificate, "I couldn't live without talking books." Ms. White lost her sight at the age of 90 while residing in Illinois. "A librarian there introduced me to talking books and they have become a very meaningful part of my life." Ms. White loves listening to mysteries, and her all-time favorite book is Gene Stratton-Porter's *A Girl of the Limberlost*. The event was covered by three television stations, a statewide radio network, and print media. Over 1600 NLS users across the country are more than 100 years old. Twenty of them are served by NCLBPH.

Mr. Cylke and State dignitaries also honored the tremendous efforts of NCLBPH volunteers at the 2004 NCLBPH Volunteer Recognition Ceremony held that evening. 119 volunteers collectively contributed 7,937 hours of their time to NCLBPH in FY2003-2004!